

# MULTILINGUALISM AND ASEAN SINGLE MARKET: IN THE PERSPECTIVE OF INTERNATIONAL TRADE FACILITATIONS

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## **MULTILINGUALISM AND ASEAN SINGLE MARKET: IN THE PERSPECTIVE OF INTERNATIONAL TRADE FACILITATIONS**

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### **Abstract**

*The European Union is a successful common market role model through regional economic integration. The formation of common market by several countries within a country brings widespread implications not only in economic and legal aspects but also socially and culturally. There are four basic principles in the formation of a common European Union market: freedom of movement of goods, freedom of movement of services, freedom of movement of capital, freedom of movement of people. The application of the four principles within the framework of economic integration is strongly influenced by the social and cultural interactions taking place within the market structure. The part of culture is an essential element in doing economic interaction is the language. Multilingualism in the EU affects common market dynamics and policy patterns in trade facilitation. ASEAN as one of multi-cultural, multi-lingual regional group has unique characteristics as a common market. Where language is one of the significant factors in encouraging intra-trade increase. With the characteristics of multi language is expected not as barriers but precisely as one of the adhesive market together ASEAN. The purpose of this article is to explore the possibility of using multilingual policies on ASEAN common markets such as the European Union. This article uses descriptive qualitative analysis method. The result of this paper is ASEAN member countries which mean there will be at least 10 languages. During this time ASEAN uses English as a language of communication the purpose of a common market aimed at prospering the people of ASEAN.*

**Keywords:** common market; language; trade facilitation; European Union; multilingualism; ASEAN

### **Abstrak**

*Uni Eropa adalah model pasar bersama yang sukses melalui integrasi ekonomi regional. Pembentukan pasar bersama oleh beberapa negara di suatu negara membawa implikasi luas tidak hanya dalam aspek ekonomi dan hukum tetapi juga secara sosial dan budaya. Ada empat prinsip dasar dalam pembentukan pasar bersama Uni Eropa: kebebasan pergerakan barang, kebebasan pergerakan layanan, kebebasan pergerakan modal, kebebasan pergerakan orang. Penerapan empat prinsip dalam kerangka integrasi ekonomi sangat dipengaruhi oleh interaksi sosial dan budaya yang terjadi dalam struktur pasar. Bagian dari budaya merupakan elemen penting dalam melakukan interaksi ekonomi adalah bahasa. Multilingualisme di Uni Eropa mempengaruhi dinamika pasar umum dan pola kebijakan dalam fasilitasi perdagangan. ASEAN sebagai salah satu kelompok regional multi-budaya, multi-bahasa memiliki karakteristik unik sebagai pasar bersama, dimana bahasa adalah salah satu faktor penting dalam mendorong peningkatan intra-perdagangan. Dengan karakteristik multi bahasa diharapkan bukan sebagai hambatan tetapi justru sebagai salah satu perekat pasar bersama ASEAN. Tujuan dari artikel ini adalah untuk mencari kemungkinan mengenai kebijakan menggunakan multibahasa pada pasar umum ASEAN seperti Uni Eropa. Artikel ini menggunakan metode analisis deskriptif kualitatif. Hasil dari tulisan ini adalah negara-negara anggota ASEAN setidaknya memiliki 10 bahasa, padahal selama ini ASEAN menggunakan bahasa Inggris sebagai bahasa komunikasi pasar bersama yang bertujuan untuk memakmurkan rakyat ASEAN.*

**Kata kunci:** pasar bersama; bahasa; fasilitasi perdagangan; Uni Eropa; multilingualisme; ASEAN

## INTRODUCTION

International trade can be analogized as a vast forest of the jungle because it covers many aspects, such as social, economic, legal, cultural, and political. All these aspects have their own crucial role in building the regime of the multilateral trading system and correlate with each other. For example, cultural aspects make a significant contribution from an early age when "long-distance trade" begins. Trade has brought cultural exchange and cultural assimilation between nations, thus building human civilization.

International trade originates from "long-distance trade", has evolved along with human civilization. International trade has been started since 2500 BC when people use the "exchange of goods" or "barter" in their daily trading activities. In ancient times, archaeologists discovered that the Sumerians of North Mesopotamia achieved affluence and prosperity due to trade by sea, especially in the textile and metal industries. Prior to 2000 BC, the trade of olive oil and wine in exchange for wheat and metals had benefited the Greek golden age. So also the merchants of Mesopotamia and Venetia also benefited and prospered from the Mediterranean trade. After the Greek rule began to weaken, it was replaced by the Romans who grew into a powerful empire and began to develop their imperialism to the east. The trade relations with the east had begun with the Chinese Empire by the first century AD. Trade relations are conducted along the Silk Road and develop many trading routes and tricky trading patterns by sea. But the war between the empires led to the absence of peace and disrupted the distribution and circulation of goods, thus causing many items to disappear from the market.

The earliest stages of the development of modern trading instruments and long-distance payments have begun in use in Greece around 340 BC. For example the banking system and credit, insurance, trade agreements, and diplomatic rights and other preferences. This explains that trade preferences in international trade have been practiced since 2350 years ago.

In the development of international trade in the absorption of goods in the market and the conduct of activities in trade will be very easy with the use of the same language. Most of the German tribes who entered the Roman Empire were very quick to learn the language and the Roman law. In this case, the same language used in commerce can be considered as a means of trade facilitation because it has increased the market share of goods. Trade not only transfers goods, but also language, commercial law, culture, science and technology.

According to Jean (2008), elements of non-policy can encourage closer inter-State to strengthen trade relations. The non-policy elements that contribute to the proximity include geographic proximity (distance and common border), language similarity, legal system, and

history. On the other hand, non-policy elements can become "obstacles" in establishing trade facilitation, especially related to geographical issues. The geographical distances and geographical features and similarities of the language can contribute in providing better information between traders, customary law, market trends, cultural references, and trade facilitation.

## **DISCUSSION**

### **Common EU Markets**

Article 24 of the GATT permits States to establish free trade zones and custom unions. Free trade zones and custom unions are defined as areas where the import-export rate is determined solely and applies equally and the removal of trade barriers between member countries. Such preferential treatment is not granted to non-member countries, so the establishment of this "exclusive" area is an exception to the principle of non-discrimination. In order to minimize any conflict that may arise from such arrangements, Article 24 of GATT requires that the establishment of the rules in the "exclusive" area should not result in new trade barriers either in terms of tariff or existing rules. GATT member countries agree to grant exceptions to the establishment of "exclusive" areas of non-favouritism and non-discrimination principles for economic purposes in the context of trade creation and trade diversion. According to Polley, the elimination of effective trade barriers to cultivate "trade creation" in an area, but on the other hand it will also reduce the frequency of trade with the State outside the region.

In May 1950, Robert Schuman, French Foreign Minister, inspired by Jean Monnet, gave an important speech which was later adopted into "Schuman Declaration". The declaration brought huge political implications after the second world war, which became the embryo of a new world order. This was followed by the formation of a new alliance consisting of France, Germany, and the United States. From the political side of the formation, this alliance ensures the security of France from Germany and reduces the tension of conflict in post-war Europe. Chancellor Konrad Adenauer, on behalf of Germany, recognizes the Schuman Declaration, followed by Italy, Belgium, Luxemburg and the Netherlands. On April 18, 1951, the six States signed the Treaty of Paris and established the European Coal and Steel Community (ECSC). The Paris Treaty constitutes the basis for the formation of a joint European tax which prevails in all six countries.

ECSC covers three important areas, namely politics, security, and economics. In line with the political dynamics, the treaty also undergoes many changes and offerings. In the field of security, in 1954, a project called the European Defence Community had failed and was



never adopted because it was rejected by the French Parliament. On the other side of the field the economy is undergoing rapid growth leading to the formation of a new agreement, on March 25, 1957, the Treaty of the European Economic Community (EEC) and the Treaty of Establishment of the European Atomic Energy Community (EURATOM). The European Community building treaty (TEC) is the basis of EU legislation, in this treaty guaranteed four basic freedoms covering freedom of movement of goods, services, capital, and persons.

On July 1, 1967, the EU integration phase underwent a new development with the establishment of the Merger Treaty which is the unification of three treaties (ECSC, EEC, and EURATOM). The Merger Treaty regulates the establishment of a Single Commission, Single Ministerial Council, and the EU Parliament. The single commission is established as an independent body representing the public interest of the Community, while the Sole Ministerial Council is a representation of member states and the European Parliament has the function of being a representative of EU citizens at the Community level.

The Common Economic Tariff (Common Custom Tariff or Common External Tariff) of the European Economic Community came into force on 1 July 1968 carrying the implications of applying the same tariffs for external trade with all third countries and the elimination of tariffs for the state community. This Common Economic Tariff regulates the external trade relations of Member States of the EU Economic Community with third countries, its purpose is to prevent the occurrence of "trade fraud" or the utilization of trade facilities by non-member countries. In addition, the Common Economic Tariff is one of the sources of income and financing for the Community. The collection of revenue sources through the The Common Economic Tariff shall be governed by the Luxembourg Treaty regulating the own resources of the Community.

To support the mechanism of establishing a single market and to restructure the decision-making mechanism at the Union level, the TEC is amended through the Single European Act (SEA) 1986 or the European Single Act signed by 12 member states.

The 1990 Intergovernmental Conference / IGC convened by the Council of Europe in Dublin succeeded in drawing up the Treaty on the European Union (TEU), which contributed significantly to the process of integration and catalysis of the "single market" establishment. TEU was signed in December 1991 in Maastricht, The Netherlands, so this tractate is known as the Maastricht Treaty (Treaty of Maastricht). TEU amended the articles in the TEC associated with the Monetary Union. The most important aspect of TEU formation is the establishment of two EU pillars, Common Foreign and Security Policy (CFSP) and Justice and Home Affairs. These two pillars are conducted inter-governmentally

with consensus deliberations. The Maastricht Treaty is valid since November 1993.

In June 1993 the Council of Europe sessions in Copenhagen drafted the Copenhagen Criteria that set the requirements for Central and Eastern European countries wishing to join the EU. In the process of accession, the Directorate General of the Special Commission shall be in charge of reviewing and overseeing the progress of the state candidate in meeting those criteria. These criteria consist of:

- A. Political Criteria: The stability of institutions that ensure democracy, the rule of law, human rights and the respect and protection of minorities;
- B. Economic Criteria: The existence of the functioning of the market economy as well as the capacity to overcome competitive pressure and market forces within the Union;
- C. Legislative or *Acquis communautaire* Criteria: Ability to perform membership obligations including adherence to political, economic & monetary union objectives.

The amendment of the TEU authorizes the Council of Europe to set eligibility requirements for member countries to become EU members and it has been codified in the implementation of the "Copenhagen criteria". The Lisbon Agreement contains provisions concerning "the right of member states to quit the European Union, and establish the procedures used in the process of dealing".

Member States have the right to decide to leave the European Union "in accordance with its own constitutional requirements". The member countries concerned shall notify the Council of Europe of its intention to withdraw from the European Union. Approval of withdrawal is given on behalf of the European Union by the Council of Europe, based on a qualified majority vote. Approval of the European Parliament is required before a decision is made by the Council of Europe. The withdrawal decision shall come into force two years after the notice of its intention to resign, unless the Council of Europe and the member concerned agree to renew the negotiations. Any country that has withdrawn / resigned and intends to file a "re-entry" application should perform the same mechanism as when it will enter.

After the Second World War, some countries began to do so-called quasi-liberalization, in which they partly liberalized their trade (especially goods) with certain partner countries. The policy led to the formation of what is now known as the Regional Integration Agreement, or RIA. One of the successful Regional Integration Agreements that has a significant role in international trade is the European Union. In international trade, there are two instruments of agreement used to reduce trade barriers with trading partners. This instrument is called Free Trade Agreement (FTA) and custom union. In the FTA Agreement, member states do not automatically remove trade barriers in their trade relations with other member states of the treaty, but they impose their "restrictions on non-member states". While

in the state custom union parties are obliged to remove their trade barriers to establish a shared market. Member countries in a custom union (such as the EU) shall be subject to general external tariffs, applied by custom union member countries to all third countries. Therefore, custom union is a free trade agreement involving the harmonization of trade policies of participating countries. The TEC accommodates the provisions stipulated by the Common Commercial Policy which allows the six founding member states of the European Union to apply a general external tariff that has come into force from 1 July 1968.

The EU integration is a "multinational integration", Moussis defines the "multinational integration" process as "voluntary establishment with agreement, agreed between independent states, supranational and intergovernmental institutions and gradual development carried out through common policies to achieve common goals and serve common interest". To borrow Jean Monnet's words that:

"[...] the intellectual father of the European integration is union between individuals or communities are not natural; It can only be the result of an intellectual process [...] having as a starting point the observation of the need to change. Its driving force must be common interest between individuals or communities [...]".

The shared interests of member countries should be the basis for establishing common policies in the multinational integration process. General policies should be established by institutions of the union level in order to meet common needs, to pursue common goals and to serve common interests, which are in line with Articles 2 and 3 of the TEU.

It is important to ensure that the Union's general policy does not harm the national interests of the member countries. General policies should be developed based on the collective interests of the group. So the general policy of the union should promote both the political and economic integration of the member countries.

There are four phases in the "multinational integration process" consisting of custom union, common market, economic and monetary union and political union. Custom union is the first phase of "multinational integration" which is the foundation for developing further integration. In a custom union, the member countries agree through an agreement, to eliminate import duties, costs that result in equal or quantitative restrictions on each other and to adopt general external tariffs and joint foreign trade policies in relation to third countries. There are two important components in building custom unions, namely, intra-community trade and external commerce with third countries. Intra-community trade includes removal of customs barriers, removal of internal boundaries, animal and plant health laws, and customs cooperation. External trade relations with third countries include



The second phase of the multinational integration process is the common market. Common markets are used synonymously with single markets and internal markets. The main purpose of the Rome Treaty is to create a single European economic zone through a common market. The common market is proposed to remove all intra-community trade barriers with the aim of uniting the national market into a single market. The milestone of the EU common market was the creation of a single market in 1992, preceded by the adoption of the Single European Act in 1986. In the SEA codified a number of key economic prerequisites for fair business competition and long-term stability in the internal market. Article 102a The EEC Treaty regulates the Economic and Monetary Union (EMU) and the arrangement of cooperation between member countries. Market integration is defined as the situation in which the flow of products, services, and factors of production between countries on the same terms and conditions between countries. Market integration leads to the creation of a "single market" in which the prices of goods traded between member countries have the same price as the domestic ones. The internal market is one of the key elements of economic integration. The internal market is the gradual elimination of economic borders between independent states to establish into "economic unity".

There are five important elements in the formation of a common market consisting of free movement of goods, free movement of workers, freedom of establishment, freedom of movement of services, and free movement of capital. Free movement of goods flow promises a positive effect on the welfare of all parties. Consumers will have more choices of goods at competitive prices and varied quality. Free movement of production factors allows optimum allocation of labour and capital. Market expansion supports the possibility of new production generating more jobs. Economic integration can reduce tensions between countries to create peace and stability of the region. Implementation of democratic values is needed in regulating economic development. Human Rights are preserved because they are defined as pre-conditions to participate in economic integration. But economic integration is not an end in itself, but an instrument for achieving higher economic goals and political interests.

The next phase of the multinational integration process is the EMU. In 1970, six founding members of the EU failed to establish the EMU. This failure is due to internal factors (in this case the common market is not ready) and external (the collapse of the international monetary system). Therefore, general monetary policy and economic policy are strongly coordinated among member countries urgently needed to build the EMU. The realization of the establishment of the EMU is regulated in the Maastricht Treaty of 1991,



as well as regulating the convergent criteria (Maastricht Criteria) that member countries must meet. These criteria include inflation rates, government finance, exchange rates and long-term interest rates. The Maastricht Treaty also introduces a single monetary policy based on a single currency managed by a single and independent central bank. The EMU was established to support the general economic policy of the community, to create an open market economy and free competition.

According to the Maastricht Treaty (TEU) the EMU is accomplished in three stages. The first stage was the perfection of liberalization by encouraging the movement of capital flows in 1990. The main objective of this phase was the deeper convergence of economic policy and closer cooperation between the central banks, combining the superiority of monetary practice in the European Monetary System (EMS). The second phase of the EMU began on 1 January 1994 and was completed on 31 December 1998. During this phase, the TEU required each member state to avoid excessive public deficits and embark on a step toward central bank independence. Convergent criteria were created in order to prepare for the third stage of the EMU. The third phase of the EMU began on 1 January 1999 with the application of a single monetary policy and the single currency of Euro.

The peak phase of multinational integration is the formation of a political union (political union) is the formation of a major component of "justice and home affairs and common foreign and security policy". Member States agree to establish supranational institutions and intergovernmental institutions to enforce union policy and joint foreign policy. Therefore, this peak phase is the most difficult part of multinational integration because it requires the transfer of the national level strategic authority to the union-level institutions.

The formation of a common market is one of the key elements of economic integration. The term "economic integration" includes various understandings. Molle has defined integration from the perspective of international economic relations as the gradual elimination of economic boundaries between independent states in order to establish for a "single economic entity". Economic integration is not an end in itself, but only a tool for achieving higher goals, both from within economics and political. There are at least four goals achieved by means of economic integration. First, welfare, economy where the prosperity of all member countries will increase by eliminating the inefficiencies of national economy through specialization of production and policy cooperation. Second, the creation of peace and security in which economic integration is assumed can reduce tensions between countries to create peace and stability of the region. Third, it is expected to encourage the

development of democratic climate in the member countries. Fourth, human rights are defined as a prerequisite for participation in economic integration; therefore, human rights can be maintained.

The economic logic of market integration is based on economic prosperity. In this case, the free exchange of goods promises a positive effect on the welfare of all parties. Consumers will have more choice of goods with competitive price and best quality. Free movement of production factors allows optimal allocation of labour and capital. Manufacturers will take advantage of comparative advantage in order to maximize corporate profits. Market expansion will support new production possibilities that generate more employments.

The institutional economy provides the reason why the most basic integration schemes begin with market integration. Market integration can be built without many demands on institutions and policies. Abolition of barriers in general can be easily done with agreements that bind governments, corporations, and individuals. However, it still needs a regulatory engine and a permanent decision-making institution. Altamonte and Nava define market integration as a situation where the flow of products, services, and factors of production between countries has the same terms and conditions as domestic ones. Market integration is the foundation of creating a "single market" in which the prices of goods traded between member countries have the same price as the domestic ones.

#### **Heterogeneity in a common market**

The number of languages in the world that exist today is about five thousand to seven thousand, although the exact number of languages is still a debate because of the less obvious distinction between language and dialect. Because language is not an entity that can be isolated or held to some extent, so it can spread across geographic boundaries.

Terralingua defines the diversity of languages in a broad sense as a collection of types of language used by humans ([www.terralingua.org](http://www.terralingua.org)). The Ethnologue (Gordon, 2005, [www.ethnologue.com](http://www.ethnologue.com)) notes that there are 6,912 languages in the world today, but some languages fall into categories only as varieties or dialects of a particular language.

The variety of languages in the world and the differences in the survival of language has important implications for individuals and society. Multilingualism became very common in the world because of the existence of language in the world that number up to thousands but the number of independent countries in the world only about 200 countries. Some countries only give official recognition to one or more languages as the official language, but it will be difficult to find a truly monolingual country because multilingualism cannot be restricted by rules.

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Most of the world's population speak using more than one language. But in Europe the majority of the population is monolingual or speaks in one of the major "languages" (read big language e.g. English or French), although it recognizes other languages especially in the context of education. As an example in Italy, the majority of Italians tend to be monolingual in Italian, but once started from primary school most of the younger generations begin to be taught other languages in the European Union such as French, English, Spanish and German. Among the major languages, French is the second most studied by the Italians. One of the factors driving this choice is due to the linguistic similarity between French and Italian which is Latin. Multilingualism at the sociolinguistic level is additional simply subtle than multilingualism at the individual level.

Multilingualism can be defined in different ways but basically refers to the ability to use more than two languages. The basic difference when discussing bilingualism and multilingualism is between the level of individuals and society. At the individual level, bilingualism and multilingualism refers to the speaker's competence in using two or more languages. At the community level the term bilingualism and multilingualism refers to the use of two or more languages as speech languages in society.

There are several factors that encourage multilingualism, as follows:

- A. Historical or political factors, such as imperialism or colonialism. An example in this case is the spread of several languages, such as Spanish to Latin America.
- B. Factor migration for economic reasons. Poor economic conditions in some regions and or countries will lead to the movement of the population to other countries and the development of multilingual and multicultural societies in the countries designated by immigration.
- C. Factor migration for economic reasons. Poor economic conditions in some regions and or countries will lead to the movement of the population to other countries and the development of multilingual and multicultural societies in the countries designated by immigration.
- D. Factors that enhance communication between different parts of the world and the need to master a wider communication language. This is influenced by the development of new technology and also with the development of science. For example, the development of the use of English as the primary language of international level communication used by millions of people who use other languages as well, because English is considered a language of science and technology.

- D. Social and cultural identity and interests to preserve and awaken minority languages. This creates a situation where two or more languages are used side by side and are required in everyday communication.
- E. Educational factors, second and foreign languages are part of the curriculum in many countries.
- F. The factor of the spread of religion can also cause people to move to other areas.

Currently 48 countries in Europe have 38 official languages of different countries. In total there are about 240 languages spoken. There are five languages spoken by most people in Europe, based on the number of native speakers namely, Russian, German, English, French, Italian. In fact most European countries use several languages. In some small countries like Iceland, Liechtenstein and the Holy See (Vatican) and in other places we will easily find significant use of a second language. Countries like Italy, England, Germany, Poland, France, Spain, Romania, and Ukraine have many languages of indigenous minority or regional languages.

The increasing flow of immigrants and influx of refugees from all over the world has made Europe more multilingual. Such as London City, has more than 300 languages spoken as mother tongue. Most of the other major cities, especially in Western Europe, easily have 100-200 languages used as the mother tongue in special schools for immigrants or foreigners. The most widely used immigrant languages are Arabic, Turkish Berber, Kurdish, Hindi, Punjabi, Urdu, and Chinese. However, many of the immigrant languages are spoken by small minorities, and the survival of the language is threatened by the existence of adaptation in the new country. From this condition multilingualism is now a common phenomenon in Europe although the diversity of European linguistics is not as rich as in other continents. Only 3.5% of the world's total languages are European.

According to Viscount Etienne Davignon multilingualism is very useful not only encourages openness and tolerance, but also opens the door to wider markets and new business opportunities.

Language diversity in Europe is a distinct advantage for economic growth, composed of 27 member states, 23 official languages, various regional and minor languages, and the languages spoken by our migrant communities. But more than that, our language's living legacy is riches, and resources, to be respected. Linguistic diversity is part of the European landscape, just like the beauty and majesty of mountains and rivers in Europe. Language can be seen as an obstacle, but they are actually the path, the connecting bridge, which is used to connect with each other.



In addition to having 23 official languages the EU has 60-80 regional languages and coupled with languages brought from immigrants coming from approximately 175 countries. In 2000 through the adoption of the Charter of Fundamental Rights EU leaders emphasized and promoted respect for cultural and linguistic diversity, as well as protecting regional and minority languages.

Language is a direct expression of our own culture. And by learning another language, we find other cultures, other values, beliefs and behaviours. In Europe through the language many cultural values can be shared. Openness to dialogue is an important part of European citizenship, and this is the reason why language is an important element of shared market creation. In this diversity the main challenge facing the business world is finding a formula to reintegrate this social reality and turning it into a competitive advantage.

#### **Does the language include non-tariff trade barriers?**

Establishing a common market principle is the elimination of trade barriers among member states. What are the barriers to non-tariff trade trading? Non-tariff trade barriers may be technical barriers, such as regulations, requirements of exports, intellectual property rights, environmental requirements, human rights, and language satisfaction. The difference in language as a trade barrier is equivalent to 15% -22% with tariff barriers. Sharing the same language can increase bilateral trade by between 75% and 170%. Language barriers also greatly affect international integration mainly related to migration and capital flows.

For example there is modern retail development in Italy under EU common market policy. The retail industry has a very significant role in the EU economy. The retail industry in Europe accounts for 4.2% of GDP and absorbs 17.4 million workers. In addition, the existence of the retail industry controls the portion of 20% of the small and medium enterprise group in the European Union. The retail industry in the EU takes over the lives of people from upstream to downstream levels. Italy is one of the European Union countries whose retail sector is dominated by local retail sector such as Coop which controls 19.6% market share. The remaining 18.9% is controlled by Conad and Interdis, 9.4% is controlled by Carrefour, 7.88% is controlled by Auchan, 6.2% is controlled by Esselunga and 6% is dominated by discounters such as Lidl. According to data from Euromonitor Coop, CONAD, Esselunga, SISA and Interdis S Cons SpA are well-known domestic retailers dominating the retail market in Italy. From the list of mastery of the retail market share Italy has a special market structure and market fanaticism over their local products. By law the principle of discrimination and national treatment is much "forbidden" in international trade, but cannot then intervene in the market to apply the same. The market is a matter of taste, and their Italians have their own distinctive taste that is not easy to accept outside products.

One of the product obstacles outside of entry into Italy is the language. The uniqueness and peculiarity of product nomenclature in Italy is an obstacle for outside products to penetrate. So that the retail sector that sells many daily necessities will be more local products because the segments of Italian consumers who mostly just master their mother tongue tend to choose local products.

**Between Multilingualism, economic integration, and economic prosperity.**

Discipline of economic language and economic law began to develop in the 1960s. Language is considered the last major obstacle to EU shared markets. The slow coordination in managing multilingualism in the EU is due to the dilemma between economic efficiency and linguistic diversity, namely wealth maximization versus utility maximization. EU member states are slow to coordinate EU language policy because it is wrong to take into account the benefits and benefits of multilingualism at the present time and does not take into account the price to be paid because multilingualism is still considered an obstacle.

EU's legal language is organized on a unanimous basis. The official language of the EU institution is the official language of the member states, each version of the EU legal language recognized "equally authentic". Linguistic rights are exercised for correspondence between EU institutions and institutions. Cultural / linguistic preservation is supported and implemented through the actions and attitudes of member states.

In the EU Secondary Law, Article 1 of Council Rules 1/58 of 1958 lays the principle of equal treatment of all official languages of member states. In relation to Article 314 as the primary source of law, Rule 1/58 has established linguistic equivalence between the official languages of member states, although "the general principle of linguistic equivalence is not stated explicitly." The EU Council recognizes that the Council "attaches to the basic principles of EU official language equality as Listed in Board of House Regulation no. 1" The European Court of Justice ambiguously declares its commitment to the principle of linguistic equivalence when giving consent to the treatment of different languages, although in principle formally the treatment of all official languages of member states is the same, but de-facto the legal language The EU has the following hierarchy:

1. England
2. France
3. Germany
4. Spain, Italy
5. Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, Greek, Hungarian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovenian, and Swedish.
6. Malta
7. Ireland
8. Turkey, Luxemburgish
9. Regional languages and minority languages

Grin stressed that the field of economic language, although it appeared in 1960 but counted still very young and undeveloped. The process of language is influenced by economic processes and vice versa. Key issues in economic languages include the benefits and costs of various arrangements for intergroup communication, differences in labour market access, inequality of language-based distribution, and provision of language-specific goods, the use of language in markets, the role of language in economics, and the role of language in development Economy.

Language relations and economic activities include the role of language in the production, consumption and exchange of goods. Generally the concept of supply, demand, and market for every language goods or service has a vital role.

Multilingualism can increase competitiveness and open employment opportunities. Thus multilingualism is the main channel for strengthening social cohesion and intercultural dialogue and for preserving space for European political dialogue.

Cultural and linguistic diversity is believed to contribute positively to activities such as adaptability, creativity, innovation, commitment, dynamism, responsibility, knowledge, experience, and so on.

According to some reports, currently there are more than 10 million Europeans working in other EU member countries, where multilingual and multicultural communities encourage the creation of business opportunities that will continue to grow in the coming years.

In addition, and in terms of the influence of the establishment of a company to the social environment that creates new jobs for individual communities. Then work is one of the main channels for individual development and to participate socially in society. This is why business activity is not only an important part of a country's economic development, but their activities have a huge direct impact on society. Therefore companies implementing policies and strategies for managing cultural and linguistic diversity will be in a better position to achieve certain goals that do not necessarily lead to economic motives, which positively affects the company and its workforce and customers. Providing a conducive environment for employees to work, then developing goods and services that meet the needs of a more varied public and improve understanding and relationships with suppliers and customers there is a policy of corporate social responsibility.

Language is not only needed to increase sales and marketing for a company, used more effectively and creatively to build market character and fanaticism towards a product. In essence multilingualism in Europe becomes more important after the formation of a common market, where the industrial economy gradually turns into a knowledge economy. European companies should be in a better position than others to capture business opportunities requiring multilingual communication. But unfortunately until now the potential is still less to be utilized.



Companies find it increasingly difficult to recruit qualified staff with language skills beyond Basic English. This is because the mobility of workers is still relatively low, where only about 2% of the working age population live and work in other EU member states. The lack of language skills is a barrier considered to be a blessing for intra-European mobility. On the other hand, third nationals outside the EU and people born in other countries but becoming permanent residents in the EU are competitors to be reckoned with. However, immigrant workers must strive to acquire the necessary language skills in their new country. And for second generation immigrants from countries outside of the EU can grow bilingual or trilingual, their language skills are rarely taken into account, such as the second generation of Iran, Arab, Tunisia, Lebanon, and China.

Multilingualism is also a key element of integration and open intercultural dialogue. This can help to improve the situation for millions of immigrants in Europe and contribute to their involvement in the labour market. Effective support in helping immigrants to quickly master the language of their new country is important. Better communication between workers improves the efficiency, quality, and security of the production process.

The language skills of migrant workers can also be useful for companies if they are used more proactively. These employees are of great value both as cultural mediators and as resources for market expansion.

#### **Perspective of the Europeans towards multilingualism**

Diversity is sometimes perceived as a threat, which ultimately keeps people alive in isolation, at the risk of xenophobia and distrust. By learning other languages we find other values, beliefs, and behaviours. Language is the most important tool to bridge us to one another, to the understanding and exchange of thoughts and to foster tolerance and respect in diversity.

Maintaining multilingual capabilities in the EU, encouraging people not only to use language to develop their own talents and skills, but also to appreciate the way in which language and cultural diversity shapes the network that binds society in a system.

As language knowledge is a huge asset, on the other hand without good language policy, linguistic diversity can be an obstacle for citizens to take advantage of a common market. Migrants (such as workers or professionals) face serious problems to integrate into new societies due to lack of knowledge of the national language in their new host country.



EU multilingualism is considered an asset to European companies, which are used as a tool to access multicultural global markets and gain a competitive advantage over their trading partners such as the United States. Quoting Mohr, President of the EU Civil Society Platform for multilingualism :

*"English is important, but it's not enough for Europe, it's almost like a lingua franca, which will be used as a tool, as a good English tool, but not good enough, business and personal relationships need more than that."*

#### **EU policy towards multilingualism**

Multilingualism has contributed to EU formation from the start. More than 50 years ago Aggressive nations agreed to sit together and end their armed conflict through economic and trade cooperation. The historical fact that the founders of the EU put the language of the founding nations in the same position is not a non-empty symbolism. Because it is a real commitment to open up a comfortable and democratic dialogue space in support of Europe. Multilingualism is also a means for greater social cohesion, greater prosperity and better employment prospects.

On January 1, 2007, or 15 years after the formation of a single market, multilingualism was created as a separate portfolio to reflect the political dimension of the EU by emphasizing the importance of early education, lifelong learning, economic competitiveness, employment, justice, freedom and security. The linguistic diversity that is the daily social reality of the EU gets a portion of attention in the form of official policy at the Union level. The EU Commission is committed to preserving and promoting key features of the outcome of economic integration. The EU Commissioner formulates the multilingualism policy as follows:

- A. Better economic competitiveness, growth, and employment.
- B. Lifelong learning and intercultural dialogue.
- C. Opening space for Europe's wider political dialogue through multilingual communication between institutions and institutions at the Union level with citizens.

The legal basis of multilingualism policy in the EU is contained in article 149 of the TFEU (Treaty on Functioning European Union), as follows:

*"The Union shall contribute to the development of quality education by encouraging cooperation between Member States and, if necessary, by supporting and supplementing their action, while fully respecting the responsiveness of the Member States for the contest of teaching and the organization Of education systems and their cultural and linguistic diversity".*

The multilingualism policy framework is embodied in the Lisbon Strategy (language as the basic skill) and the new Communication in Multilingualism 2008. The EU Multiculturalism's policy objective is to promote language learning and its diversity in Europe.

In the 2008 Communication on Multilingualism it was stated that multilingualism is an asset to Europe and to build a shared commitment, showing the relationship between language and increased employment. In other words, linguistic skills and an understanding of cultural diversity increase the chances of getting a better job. The 2008 Council's resolution on European strategy for multilingualism further states that multilingualism is one of the factors supporting economic competitiveness and mobility and increased employment in Europe. One of the focuses of multilingualism policy in the EU is the need for multilingual mastery by small and medium enterprises (SMEs) in order to expand their market under common market banner. In March 2002 Barcelona's European Council declared that EU member states have committed to providing an opportunity for EU people to learn two foreign languages from an early age.

EU institutions, officials and bureaucrats have for many years always adhered to the principle of linguistic diversity and equality to the basis of multilingualism policies in institutions. First, language diversity is "a part of European cultural identity", as a "core value", and "founder" and as well as "basic principles" of the EU. According to the European Parliament, language is "a unique way to understand and describe reality."

According to the European Commission the language should be regarded as a direct expression of the culture and has the potential as a "bridge" between cultures. Language diversity is one of the important elements of the EU slogan, "United in Diversity". The EU is a joint home built from European countries, communities, cultures, beliefs and diverse linguistic groups that characterize the unique and European tastes.

Multilingualism institutions are founded on the principle of language equality. The Commission, the Parliament and the Council of the European Union declare that all European languages are an integral part of culture and civilization. Every European language must then be considered to have the same value and dignity; this also applies to EU regional languages, minority languages and migrant languages. This is in line with "European Charter for Regional and Minority Languages 1992" and "Universal Declaration on Linguistics

must then be considered to have the same value and dignity; this also applies to EU regional languages, minority languages and migrant languages. This is in line with "European Charter for Regional and Minority Languages 1992" and "Universal Declaration on Linguistics Rights of UNESCO 1996", which states that the right to use regional or minority languages in private and public life is a "basic right", that all language communities Have the same rights, and that discrimination against the use of language should be prevented. Language Equality in the EU means that there is no excessive language, and no European citizen feels that his or her language is marginalized or not respected.

The EU policy on multilingualism institutions involves principles of democracy and transparent governance. First, the democratic right of EU citizens plays a role as an external element of institutional multilingualism, namely in external communication and EU institutional interactions with European citizens and stakeholders. The EU policy here aims to ensure that EU citizens have equal access to EU institutions and laws adopted into their national law, without language barriers. Without equal access for all Europeans to EU institutions, the implementation of transparency and accountability of EU institutions is questioned. Therefore, EU institutions need to inform the public about its policies and the formulated laws. This is in line with Article 1 of the TEU, which states that decisions by Union are taken as openly and as closely as possible to the EU citizens. According to the EU Commission, multilingualism institutions are a "right" that allows citizens to communicate with EU institutions in their own language. In other words, multilingualism institutions are the "fundamental right" of EU citizens to understand the content of laws and regulations that bind them legally in their own language. This is in line with Article 288 of the TFEU, which states that the rules and instructions adopted by EU institutions are legally binding and directly or indirectly affect the lives of every EU citizen. Therefore, multilingualism institutional policies must rest on the principles of democratic legitimacy and transparency.

One of the obstacles of multilingualism institutionalization is that European language restrictions are recognized as official EU languages which cover only 23 official languages of Member States. As mentioned above that multilingualism in the EU includes more than 80 official languages of the country, and various regional and minority languages. However, the EU institution in communicating and operating only uses the prescribed official language. Article 1 of the First Regulation of Council Europe 1/1958 / EEC, provides that the EU currently has 23 official EU languages and consequently the EU institution has 23 working

languages. Subsequently Articles 2 and 4 of this Regulation provide that the EU institutions in communicating with citizens and issuing legislation in those 23 languages.

The use of 23 languages is a record internationally and in the unprecedented history of the use of 23 as a means of official communication and administration. Although the use of 23 is still less than a third of the 60-80s of language spoken by EU citizens, but using all the languages in Europe as the official language of the European Union and for administrative purposes will be very expensive and very complicated.

In the EU, language policy is the responsibility of each member country. EU institutions play a supporting role in this field, based on the "principle of subsidiarity". Their role is to enhance cooperation between member countries and to promote the European dimension of national language policy. Language diversity in the EU is not a constraint, neither internal nor external, but a market opportunity that must be utilized. The success of multilingualism policy can strengthen the market structure together.

#### **Multilingualism and SMEs**

Twenty-three million of small and medium-sized businesses (SMEs) have absorbed nearly 2/3 of the workforce or provided about 75 million jobs in the EU. In 2004, the turnover of MSMEs reached almost 58% of the total turnover of companies in 25 EU countries. A small increase in their export performance will have a major impact on economic growth and job provision. As small and medium entrepreneurs SMEs that expand their wings into the international market are gradually becoming more aware of the language barrier and taking strategic steps to overcome these obstacles. According to a study on the internationalization of European SMEs published by the European Commission in 2010, when companies began to penetrate export markets multilingual and multicultural is a challenge that must be faced.

Business actors start putting language as an important part of "market intelligence" to communicate with clients. Language is a market intelligence instrument that is useful for collecting data and information that is very important to conduct business judgment.

A study suggests that lack of language skills can make a company lose its business opportunity. Taking a sample of 2000 exporting businesses, 11% say they have lost contracts due to lack of language skills. The average loss per company over a three-year period is € 325,000. In addition language is also important to improve the competitiveness of SMEs in Europe. The ability to communicate in multiple languages is a valuable asset for individuals,



organizations, and companies. In other words, multilingual mastery can contribute to economic competitiveness, economic growth, and better employment.

Most EU contracts lose each year as a direct result of the weakness of language and cultural mastery. Another study published by the EU Commission in February 2007 and is the largest first survey in the EU that concludes that lack of language skills can lead to huge losses to businesses. The study took nearly 2,000 SME samples from 27 EU member states. As many as 11% of SMEs in the sample lost contract as a direct result of the weakness of language acquisition and cultural understanding. The macroeconomic conclusions presented in this study indicate considerable potential for improvement in SME export performance if the language can be used strategically by the company. In 2007 the Danish Confederation of Industries conducted a survey of its member companies, the survey results showed that languages other than English were used by more than a third of all existing companies and 4 firms out of 10 had serious communication problems with their trading partners in other countries as a result of Linguistic deficit.

A person who has a foreign language ability to communicate with his client's language is part of his company's competitive advantage. Management multilingualism within the company can also reduce the cost of doing business expansion across borders, because to build business confidence and product branding requires a strong communication and cultural sense. As an example of SME products from Germany that will enter the Italian market will inevitably have to translate the language of its products into Italy including in promoting the market. This of course requires no small cost so that inevitably the company must be able to deal with and respond intelligently. There is a saying:

*"... with English you can buy anything in the world. But if you have something to sell, you better learn your client's language .... "*

Good multilingual management can support the use of EU common market facilities by encouraging SMEs business expansion into other member countries. So that support for multilingualism promotion in the common market is very much needed, it is unfortunate if the common market facilities that should side with the interest of improving the economy of society but must be passed away because of communication barriers.

## **CONCLUSIONS**

My conclusion is a question, then what about the multilingual policy on ASEAN 2015 common market? The fact there is 10 ASEAN member countries which mean there will be at least 10 languages. I do say at least 10 languages because Malaysia, Philippines, Brunei Darussalam, and Singapore use more than one official language of communication.

least 10 languages. I do say at least 10 languages because Malaysia, Philippines, Brunei Darussalam, and Singapore use more than one official language of communication.

During this time ASEAN uses English as a language of communication. This raises the question for me then what about the purpose of a common market aimed at prospering the people of ASEAN? If the language used in the institution is English. ASEAN is not the EU whose local wisdom still influences the market. ASEAN is not an EU whose microeconomic activities still rely on the existence of traditional markets. Will ASEAN's future common market only become a dominant place for Member States that use English? What about the positions of Lao, Burmese, Thai, Khmer, which have special characteristics of letters and languages?

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